THE EVALUATION CHECKLIST

IDEA:

THE PROBLEM

- [ ] IS IT PROBLEMATIC ENOUGH?
- [ ] IS IT COMMON?
- [ ] WOULD YOU PAY TO HAVE IT FIXED?

THE SOLUTION

- [ ] IS IT ACTUALLY A SOLUTION?
- [ ] IS IT UNIQUE?
- [ ] IS IT SUSTAINABLE?

THE MARKET

- [ ] IS IT A QUICKLY GROWING NEW MARKET?
- [ ] CAN YOU DISRUPT IT?
- [ ] DOES IT HAVE FURTHER GROWTH POTENTIAL?

THE COMPETITION

- [ ] ARE THERE DIRECT COMPETITORS?
- [ ] IS YOUR PRODUCT DIFFERENT?
- [ ] ARE THERE MAINLY SMALL COMPETITORS?